

Dear colleagues,

We are pleased to announce the Call for Applications for the selection of exhibitors (higher-education institutions of European Union Member States) for the forthcoming European Higher Education Fair – Kazakhstan – which will be held in Almaty, 27 and 28 September 2015.

This is the second in a series of 5 Fairs to be conducted by this European Union funded project – European Higher Education Fairs in Central Asia<sup>1</sup> and Asia.<sup>2</sup> The project is being implemented by the S.I.C.I Dominus consortium of companies, supported by the European Commission Directorate-General for International Development and Cooperation.

### Why EHEF Kazakhstan?

- Enormous interest in study opportunities abroad
  - The Government of Kazakhstan is investing very considerable resources in supporting students from Kazakhstan wishing to undertake studies abroad (notably through the major ‘Bolashak’ international scholarship programme).
  - The interest at governmental level is mirrored at the level of universities and individual students and their families – there is a drive to internationalise the university sector in Kazakhstan, and substantial interest in short-term and full degree programme opportunities.
- Helping students understand what Europe has to offer
  - EHEF Kazakhstan will provide a unique opportunity for visitors to explore the wealth of opportunities that the HE institutions of EU Member States provide.
  - Visitors will find out about the ways in which we in Europe are working together to develop our HE systems, in the context of EU and pan-European initiatives.
- For exhibitors, the EHEF provides an opportunity to
  - Benefit from the pull of visitors achieved by staging a European Fair, which will be promoted through a targeted campaign of activities prior to the event.
  - Exhibit at the Fair free-of-charge – see Terms and Conditions for Exhibitors.
  - Take part in the Fair’s interactive programme.

### Key Information

- **FREE OF CHARGE EXHIBITOR SPACE:** Exhibitors will NOT be charged a fee for attending the Fair – the exhibitor booth and facilities, and inclusion of exhibitor details in the programme, are covered by the project. Exhibitors ARE required to pay for their own international and local travel costs, visa expenses, accommodation, shipping of display materials.
- Approximately 80 exhibitors from across the European Union will be present at the Fair.

<sup>1</sup> The Central Asia region comprises: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan.

<sup>2</sup> The Asia region comprises: Afghanistan, Bangladesh, Bhutan, Burma/Myanmar, Cambodia, China, India, Indonesia, Democratic People's Republic of Korea, Laos, Malaysia, Mongolia, Maldives, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam.

- Each Member State will be allocated a place for their promotional agency for higher education or equivalent organisation;
- The remaining places will be awarded to higher-education institutions from across the EU, through a selection process based on the results of the current Call for Applications, and according to a Member State quota system - see Terms and Conditions for Exhibitors.
- The Fair aims to attract several thousand visitors – potential students interested in study opportunities in EU Member State HEIs (at undergraduate, Master’s and PhD levels, across all disciplines).
- The Fair will be publicised to potential visitors through a range of promotional activities – including an online campaign via the project website and social media platforms, and through a series of communications activities in the days leading up to the event.

### Key dates

- Launch of Call for Applications for European Higher Education Institutions to attend the Fair: 15 April 2015
- Deadline for submission of applications: 28 May 2015
- Notification of award of places: 16 June 2015

### APPLICATION PROCEDURE

European Higher Education Institutions shall submit completed application forms by email to the following email address by the deadline of Wednesday 28 May 2015 (17.00 Brussels time): [info@ehef.asia](mailto:info@ehef.asia). We will acknowledge the receipt of all applications. For more details, please consult the Terms and Conditions for Exhibitors of the European Higher Education Fair Kazakhstan 2015.

We look forward to receiving your application! Please send any questions relating to EHEF Kazakhstan, and the Call for Applications, to [info@ehef.asia](mailto:info@ehef.asia).

#### The Project Team

‘European Higher Education Fairs in Central Asia and Asia’ Project

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